

Notice of References Cited	Application/Control No.	Applicant(s)/Patent Under Reexamination CHENG ET AL.
	Examiner Eric T. Shaffer	Art Unit 3623

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,298,328	10-2001	Healy et al.	705/10
	B	US-6,078,891	06-2000	Riordan et al.	705/10
	C	US-6,424,949	07-2002	Deaton et al.	705/14
	D	US-5,041,972	08-1991	Frost, W. Alan	705/10
	E	US-5,208,765	05-1993	Turnbull, Robert S.	702/84
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	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	www.sas.com - Web site for marketing research software archived on April 29, 1999.
	V	Evans, Joel and Berman, Barry, "Marketing", 1992, Macmillian Publishing, Fifth Edition.
	W	Lewis, Barbara and Litter, Dale, "The Blackwell Encyclopedic Dictionary of Marketing", 1997, Blackwell Publishers, Second Edition
	X	Dillon, William R., Madden, Thomas J., and Firte, Neil H., "Marketing Research in a Marketing Environment", 1987, Irwin Inc., Third Edition

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.